

EU Tourism Business Mission

PHILIPPINES



EU - PHILIPPINES
BUSINESS NETWORK



★ TOP DESTINATION ★

Organized by the
EU-PHILIPPINES BUSINESS NETWORK

In partnership with the
Tourism Infrastructure & Enterprise Zone Authority & Department of Tourism

The business mission includes:

- 6 days of business visits to Manila, Bohol and Palawan provinces
- Site visit tours to various major Philippine tourism destinations
- Customized B2B meetings with potential business partners and industry stakeholders
- Networking cocktails, lunches and dinners
- Co-financing by EPBN

From 16 – 21 April 2018

20 EU companies will be selected for financial support.

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EU TOURISM BUSINESS MISSION 2018

Overview

The Philippines has steadily gained recognition over the years as a competitive tourism destination with its abundant natural beauty and a rich cultural heritage spread across over 7,100 islands. The tourism industry is an important contributor to the country's economy. It has provided 2.2 million jobs in 2016, equivalent to 5.5% of total employment in the country, and it generated PHP 230.13 billion, accounting for 8.2% of total GDP in the same year. Arrivals of international tourists to the Philippines reached 5.97 million in 2016, which is a 12.64 % increase compared to 2015.

The Filipino Government's National Tourism Development Plan 2016-2022 has set medium-term goals to enhance the competitiveness of the Philippines by improving international and domestic connectivity and infrastructure, developing sustainable and inclusive destinations, and emphasizing human resources development in the tourism industry.

The Tourism Infrastructure and Enterprise Zone Authority (TIEZA) is providing fiscal and non-fiscal incentives to attract and encourage the private sector, both local and foreign, to develop new destinations for local and foreign tourists, envisioned to create additional economic benefits for the communities hosting the new tourist areas. Across the Philippine islands, TIEZA has designated tourism enterprise zones (TEZs) that are being promoted for interested tourism business locators or partners.

Reflecting the country's diverse tourism resources, the UNESCO World Heritage List includes five Philippine destinations: Tubbataha Reef National Marine Park, Rice Terraces of the Philippine Cordilleras in Ifugao Province, Historic Town of Vigan in Ilocos Sur, Puerto Princesa Subterranean River National Park in Palawan, and Baroque Churches of the Philippines. These World Heritage sites relay a chapter of the Filipino story. They confirm the country's abundance in natural beauty and rich tapestry of history, while at the same time illustrating how Filipino creativity over the years has blossomed into a unique national architectural tradition.

Mission objectives

- Inform EU companies about commercial opportunities in the tourism sector of the Philippines
- Raise awareness of EU tour & travel companies on the major tourist destinations in the Philippines
- Identify the tourism sites and related business activities that are suitable and attractive for trade and investment by EU locators and tourism suppliers
- Outline the different investment incentives provided by the Philippine government for EU companies
- Visit major tourist destinations and tourism enterprise zones that are potential investment locations and sources of new business growth for EU companies
- Meet and network with Philippine tourism industry officials and stakeholders

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Who should join the mission

- Potential investors in tourism enterprises such as hotel developers, accommodation providers, restaurants, and retail shops
- Airlines
- Cruise, luxury and maritime tourism operators
- Outbound travel agencies and tour operators
- Dive operators, adventure and recreational service providers, sports organisers, and outdoor sports equipment manufacturers
- Makers of nautical lifestyle craft such as yachts, boats, kayaks, canoes, wake boards, and water sports accessories
- Theme park operators and tourism estate developers/managers
- Health and wellness enterprises
- Tourism-related service providers, including e-travel
- MICE & business travel organisers

1. Program

April 15, Sunday

- Arrival in Manila; hotel check-in

April 16, Monday (Manila)

- AM: Briefings by Philippine public and private sector partners in the tourism sector
- B2B meetings
- PM: Welcome Cocktail and Networking Reception

April 17, Tuesday (Panglao, Chocolate Hills, Loboc River, Tarsiers Sanctuary)

- AM: Flight from Manila to Tagbilaran, Bohol
- Briefing and Lunch with TIEZA
- PM: Tour of Panglao Bay Flagship Tourism Enterprise Zone
- Countryside tour of Bohol: Chocolate Hills, Loboc River, Tarsiers Sanctuary
- Dinner with Local Government Unit and TIEZA officials
- Overnight stay in Panglao

April 18, Wednesday (Tagbilaran – Puerto Princesa)

- AM: Transfer from Tagbilaran to Cebu by fast craft ferry
- PM: Flight from Cebu to Puerto Princesa
- Dinner and overnight stay in Puerto Princesa

April 19, Thursday (Puerto Princesa Subterranean River):

- Tour of Subterranean River National Park with lunch
- Dinner and overnight stay in Puerto Princesa

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April 20, Friday (San Vicente – El Nido)

- AM: Transfer by land from Puerto Princesa and tour of San Vicente Flagship TEZ
- PM: Transfer by land from San Vicente to El Nido (Lio Tourism Estate)
- Briefing and dinner with Lio Tourism Estate officials
- Overnight stay in Lio Tourism Estate

April 21, Saturday (El Nido – Manila)

- AM: Tour of Lio Tourism Estate and El Nido Resort – Miniloc and Lagen Islands
- Lunch
- PM: Flight from El Nido to Manila
- End of business mission

Description of visit sites:

- Panglao Bay Flagship Tourism Enterprise Zone** has been master planned to be the first integrated resort destination in the Philippines. The plan envisions Panglao Bay in Bohol Province to showcase responsible resort development, sustainable planning, and social responsibility. Panglao Bay's total area of 111 hectares is largely undeveloped except for a portion of the South segment where the 90-room South Palms Panglao is located. The 50-hectare South segment is the main development area with direct access to a 750-meter long beachfront – the longest stretch of white sand beach held by a single property on the island.
- Chocolate Hills of Bohol.** The famed Chocolate Hills are not only two but more than 1,268 cone-shaped hills – a very strange geological formation that has baffled many geologists. The hills are spread over an area of 50 square kilometers or more and vary in size from 30 meters to 120 meters in height. The Chocolate Hills appear to be seemingly endless when viewed atop the hill in Carmen town. What is unique with these limestone hills is that they are only covered in grass and the cone shape is more or less common to all although differing in size. The hills look 'chocolaty' only during the dry season when the grass withers, turns into brown and appears to be like giant Hershey's Kisses. Trees grow on the base of the hills and are lush and verdant rings around the almost bare cone-shaped hills resulting in its awesome natural beauty. Elevation ranges from 100 meters to 500 meters above sea level. The most acceptable geological theory of the Chocolate Hills is that the hills were the result of thousands of years of weathering of marine limestone. In May 2006, the Philippines proposed the recognition of the Chocolate Hills of Bohol by the UNESCO World Heritage in the list of Natural Monuments due to its outstanding universal value, superlative natural phenomena and areas of exceptional natural beauty.
- The **Loboc River** is now one of the major destinations for tourists, local and foreigners alike. Located in the Municipality of Loboc, a mere 24 kilometers away from Tagbilaran City, the winding river plays host to cruisers on board small bancas or floating restaurants. Visitors are treated to a vista of lush tropical vegetation such as nipa palms, coconut trees, banana groves, and bushes.

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- d. **Philippine Tarsier Sanctuary.** Bohol Tarsiers (*Tarsius Syrichta*) measures 4 to 5 inches and is considered as the world's smallest primate. Its size is no longer than an adult man's hand, while its weight only ranges from about 113 to 142 grams. The primate belongs to the more primitive sub-order *Prosimii* or prosimian dating back 45 million years. With its tail longer than its body, it has large brown eyes, hairless ears and long finger-like claws. It has gray fur and a nearly naked tail that is more often than not about 232 mm in length. The underside of the tail has dermal ridges such as those found on human hands and feet. Tarsiers have large mesmerizing eyes whose bony eye sockets are larger than that of its brain case and stomach. Much like the owl, the tarsier can rotate its head 180 degrees in each direction. It has a joint between its skull base and spine to allow this particular head movement. The adult brain weighs about 4 grams. Tarsiers are nocturnal creatures, like the owls – sleeping during daytime yet very active at night. The Philippine Tarsier and Wildlife Sanctuary covers an area of 167 hectares within the three municipalities of Corella, Sikatuna and Loboc. This timberland area is currently under the administration of the Department of Environment and Natural Resources and is part of its Social Forestry Project.
- e. **Puerto Princesa Subterranean River National Park** encompasses one of the world's most impressive cave systems, featuring spectacular limestone karst landscapes, pristine natural beauty, and intact old-growth forests and distinctive wildlife. The property, comprising an area of approximately 22,202 hectares, contains an 8.2-km long underground river. The highlight of this subterranean river system is that it flows directly into the sea, with its brackish lower half subjected to tidal influence, distinguishing it as a significant natural global phenomenon. The river's cavern presents remarkable, eye-catching rock formations. The property contains a full mountain-to-sea ecosystem which provides significant habitat for biodiversity conservation and protects the most intact and noteworthy forests within the Palawan biogeographic province. Holding the distinction of being the first national park devolved and successfully managed by a local government unit, the park's effective management system is a symbol of commitment by the Filipino people to the protection and conservation of their natural heritage.
- f. **The Long Beach Area of San Vicente in Palawan** was selected as one of the first Flagship Tourism Enterprise Zones (TEZ) of the Tourism Infrastructure and Enterprise Zone Authority. The Long Beach Tourism Enterprise Zone covers 883.11 hectares. The area averages about 500 meters inland along the whole 14-km stretch of the beach. It is divided into: Area 1 (Poblacion and New Agutaya), Area 2 (San Isidro), and Area 3 (Alimanguan). As part of the agreement, a Tourism Master Plan was formulated for the area, in which Palafox Associates was the chosen consultant. The Integrated Tourism Master Plan (ITMP) includes proposals for the development of tourism establishments in the area following a set of design principles for a viable and sustainable approach.

- g. Lio Tourism Estate** is Ayala Land’s first tourism estate located in the paradise of El Nido, Palawan, which is located within the Coral Triangle. Lio is also master planned as an integrated resort community with hotels and resorts, commercial establishments, residential communities, amenities and facilities for eco-adventure and leisure travelers. The 325-hectare development is guided by principles of sustainability and inclusive growth ensuring least impact to the environment while benefiting the local community. Out of the 325 hectares, only 179 hectares shall be developed or 55% of the total area. The remaining 146 hectares (45%) shall be retained as nature reserves and open spaces consisting of forests, mangroves, wetlands and waterways, integrated into the masterplan of the estate.
- Ayala Land, Inc. (ALI) is one of the largest and most diversified property developers in the Philippines, operating prime commercial spaces throughout the country. It is engaged in the master planning and development of mixed-use communities with residential, retail, office, hotel, and leisure components, within growth centers across strategic areas around the country.
- h. Miniloc Island, El Nido Resorts’ Eco-Discovery island resort**, offers a back-to-basics Filipino coastal village vibe with rustic or native design. In Miniloc, guests can swim with the 1.5-meter jack fish and get up close and personal with a variety of marine species just at its house reef. Miniloc Island is also a gateway to discover and explore the popular attractions around Bacuit Bay, such as the Big and Small Lagoons and Snake Island. Miniloc Island has a total of 50 rooms that are thatched-roofed and furnished with indigenous Filipino materials. Floors are wooden and walls are covered in woven bamboo slats, locally known as *sawali*. All rooms have a private veranda.
- i. Lagen Island, El Nido Resorts’ Eco-Sanctuary island resort** is nestled between a lush four-hectare forest and a calm, shallow lagoon. It has the densest forest over limestone out of the 45 islands and islets of Bacuit Bay. Lagen Island serves as a sanctuary for a diverse variety of birds and mammals. Visitors can observe different endemic species flourishing in their natural habitat and hike through Lagen’s forest trail, which leads to a rewarding view of one of the coves on the other side of the island. Lagen Island has a total of 51 rooms that incorporate timber recycled from old Filipino homes for floors and furnishings to evoke charm and quiet luxury.

2. Terms and Conditions

- Interested EU companies shall submit all required documents to participate in the selection: company profile and online application form (accessible through the “REGISTER NOW” button below).
- Only 20 EU companies will be selected based on their profiles and available places according to EU nationality of the SME.
- Upon payment, the following services will be provided:
 - a) A list of targeted and qualified Philippine business contacts (potential partners);
 - b) Facilitation of all the activities included in the program and introduction of EU delegates to EPBN’s business networks;
 - c) Organization of tailored B2B meetings with interested local partners;
 - d) Arrangement and coverage of the costs for domestic transfers, flights and site visits; and
 - e) Logistical advice on recommended hotels in Manila, Bohol and Palawan, transportation in Manila, translation services, etc.

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3. Participation Fee: EUR 1,700

ACTIVITIES	AMOUNT
<ul style="list-style-type: none"> Site visit tours of Panglao Bay & San Vicente Tourism Enterprise Zones, visit tours of Bohol, Subterranean River, Lio Tourism Estate & El Nido Resort in Palawan (inclusive of costs for domestic transport & flights) Business opportunities and industry briefings B2B meetings; introductions to tourism government officials & stakeholders Networking receptions, lunches and dinners 	
Total Cost	EUR 2,100
<i>EPBN subsidy</i>	EUR 400
Participation Fee	EUR 1,700

4. Application & Registration

Application deadline: **March 23, 2018.**

To register and be considered for selection, EU companies shall:

- Complete the online registration form by following the button below.
- Submit to EPBN their company profile, including expectations on the Philippine market.
- Pay the full amount of the participation fee of **EUR 1,700** and send a copy of the bank transfer to validate the registration **by March 27, 2018.**

[REGISTER NOW](#)

5. Important notes

- EPBN cannot guarantee a specific number of B2B meetings.
- In case of cancellation of participation, no refund will be issued.
- It is understood that EU company delegates shall pay for their own international flight tickets and all hotel accommodations in the Philippines.

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6. Payment condition

Full payment of **EUR 1,700** by **March 27, 2018**

EPBN Bank Details:

European Chamber of Commerce of the Philippines
BDO Unibank, Inc.
Arnaiz Branch
1018 Ground Floor, L&R Building, A. Arnaiz
San Lorenzo Village, Brgy. San Lorenzo
Makati City, Philippines

Euro Account no: 305-350135-334

Swift Code: BNORPHM

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EU TOURISM BUSINESS MISSION TO THE PHILIPPINES



SITES



Lagen Island,
El Nido Resorts' Eco-Sanctuary
Island Resort



Miniloc Island,
El Nido Resorts'
Eco-Discovery Island Resort



Lio Tourism Estate



The Long Beach Area
of San Vicente in Palawan



Puerto-Princesa
Subterranean River National Park

SITES



Panglao Bay Flagship
Tourism Enterprise Zone



Chocolate Hills of Bohol



Loboc River



Philippine Tarsier Sanctuary